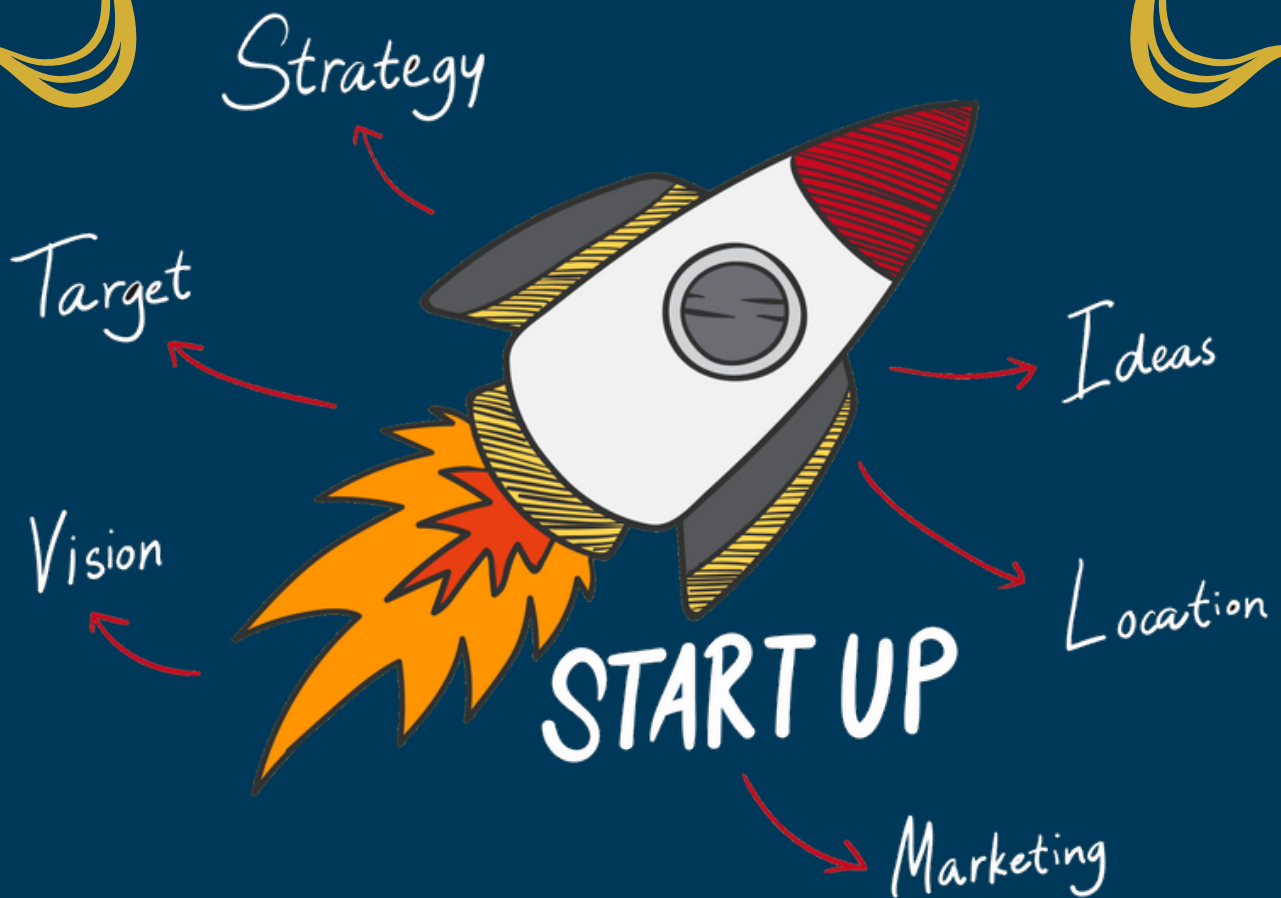


YEARBOOK

2019-20 Edition



ENTREPRENEURSHIP CELL

IIIT GUWAHATI



We at **E-Cell, IIIT Guwahati** believe that **entrepreneurship is key to India's development**. To fulfill this vision, we have conceptualized and successfully implemented various initiatives to help students and entrepreneurs in their entrepreneurial journey. We also embrace collaborations with industry and government, as we seek compelling problems where IIITG innovation can make an impact. Entrepreneurship cell of IIIT Guwahati cater the students from startup enthusiasts to hardcore entrepreneurs with plethora of yearlong events like **INIZIO, SAMPARK, B-Planning Competitions and Workshops**, through both personal and collaboration-based approach.

PREFACE


Greetings from the Entrepreneurship Cell

We are pleased to present to you the 1st issue of the **E-Cell Yearbook**. This issue takes you through the process of conducting an E-Cell event, overview of the events organized in the past academic year (2019-20) and introduces the team members responsible for overall organisation of the events.

The aim of this issue has been to provide insights on the latest news and developments in the entrepreneurial world to the reader. In view of this, first, a startup guide providing useful information for budding start-ups in India is presented which is followed by a section 'Case Studies - A Storytelling Section' on inspiring stories of successful entrepreneurs. Articles on varied topics, written by the students are sure to enrich readers with entrepreneurial ideas, models and jargons. Besides, some relevant books and magazines have been suggested which the team felt a must read for aspiring entrepreneurs.

It is the untiring effort of the team members that this issue has seen the light of the day in this trying time and the team members sincerely hope that the readers will find the contents useful, thought provoking and educative.

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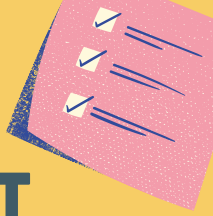
How to register a startup in India? How has the COVID-19 pandemic affected the economy? Is GRE for you? Read such interesting articles, curated by us, for you

08

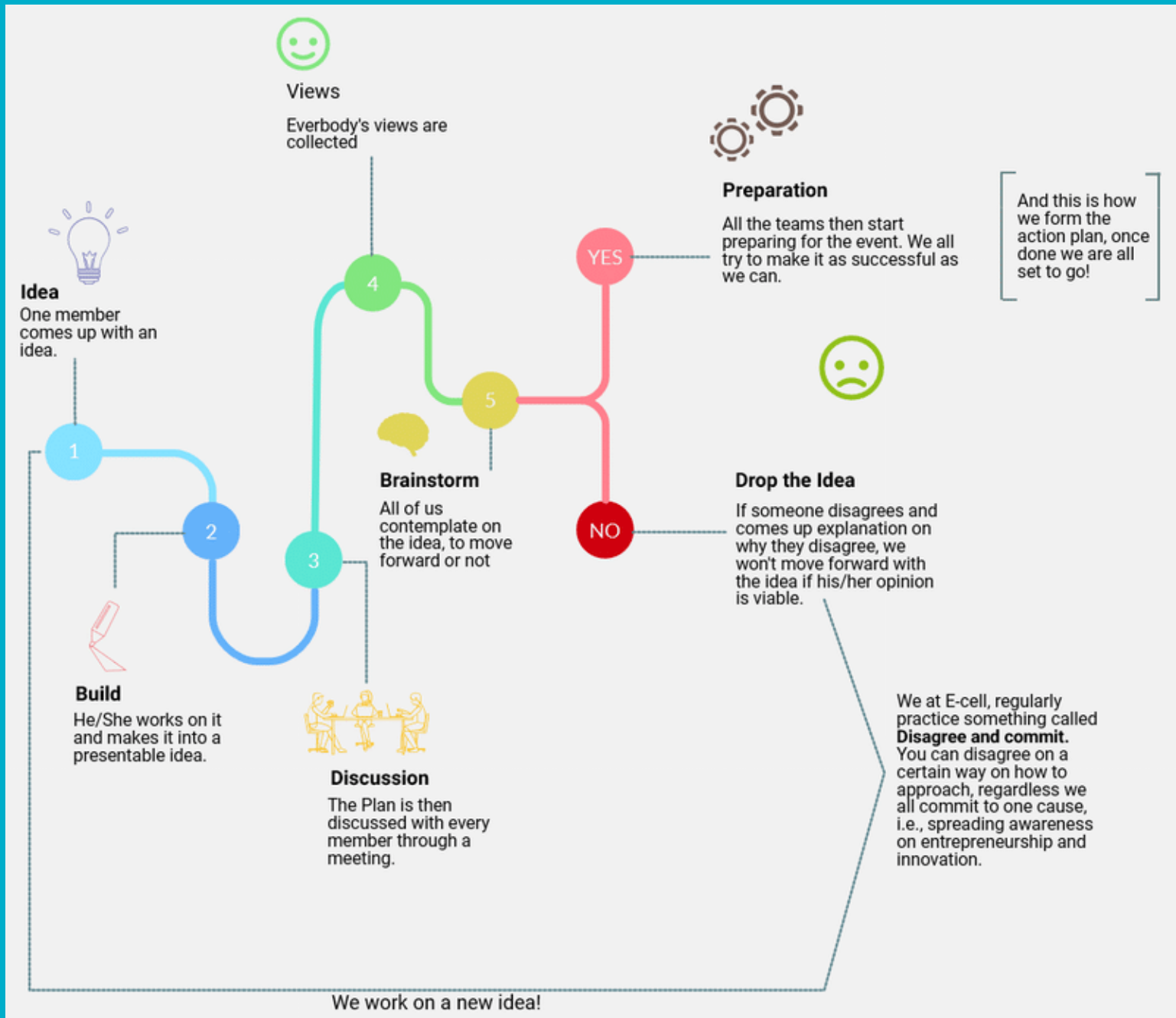
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5 BOOKS AND MAGAZINES EVERY ASPIRING ENTREPRENEUR MUST READ





WHAT GOES INTO AN E-CELL EVENT



Wait! Was that all? No, a big no. We have made mistakes; at times, we were unable to present the quality of work we originally envisioned. But that's where something starts we rarely tell anyone. We find out the bottlenecks, our shortcomings, think of new ways, work on them, take more suggestions and bam! We will present it again, this time with more craftiness. So, if you haven't found our work as exciting as we say it would be, chances are pretty high that we are working on them, again.



TIMELINE

10 MONTHS | 7 EVENTS



08 SEP

Workshop on Entrepreneurship and Innovation as a Career option in association with NE8x.

Riddhinil Roy, known entrepreneur held a workshop on Entrepreneurship and Innovation, briefing and guiding the students of IIITG on the basics of entrepreneurship as career choice.



15 OCT

Innovation Day Campaign to mark birthday of Dr. APJ Abdul Kalam

On 15th October, 2019 to mark the birth anniversary of Dr. A.P.J. Abdul Kalam, an essay writing competition was organized. An amazing participation was seen and amazing essays were delivered by the students.



A talk on Innovation (by Prof. Iyer from IIT Guwahati) and Product Management (by Prashant Singh, VP Product Management, Paytm)

The two speakers have explained the importance of innovation and product management in a very eloquent way.



02 NOV

Internal Round for Smart India Hackathon 2020 (SIH 2020) conducted as IIC (Institute Innovation Council)

- A total of 18 teams, which included 14 software teams and 4 hardware teams participated in it.
- Out of these teams 5 from software and 2 from hardware were selected by the judges .



18 JAN

08
FEB

Webinar on How to evaluate a start-up idea by Abhinav Pandey, VP Start-Up Strategy, iB Hubs

In collaboration with iB Hubs, a webinar was held from experienced industry Abhinav Pandey, Vice President, Start-up Strategy, iB Hubs on how to get a evaluate start up idea.



APR -
JUNE

Q&A with Entrepreneuers (Bi-monthly digital Q&A series)

These video sessions had speakers sharing their experience of the entrepreneurial world and their unique ways which have helped them in their journey.



JULY

SAMPARK 2.0

#AskYourSeniors



'**SAMPARK**' is an initiative to bring our IITG community even closer, following our culture of learning from each other. We conducted '**SAMPARK 2.0 - #AskYourSeniors**' in online mode. These video sessions had our alumni who made it into well-known universities share their thoughts and experiences.

WORDS from the HEADS



TO ONE SUPER TEAM,

From Head Coordinator



I have worked as the Head Coordinator of E-cell in the session 2019-2020. As for a team, I couldn't ask for more. Our people are hard-working, cross-functional and full of ideas. The truth be told, they complete all the tasks, they make our initiatives successful and I am truly thankful to all of you. I wish the best to them all and I hope they have learned something while working with me and their respective team heads.

The one who calls you all for a meeting at any random time

Love you all

Swapnil

Marketing

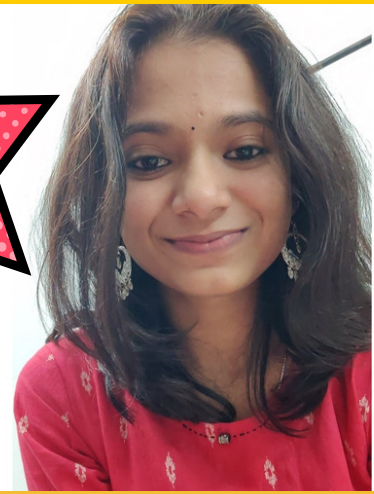
Being a part of E-Cell has been amazing. Right from the start, when I joined as a part of the Editorial team to being the Head of Marketing team, this journey has taught me a lot. Being a part of the editorial team has taught me to write formal applications, taught me to express my words to an audience that appreciates my work. This has boosted much confidence in me and made me capable of working for any other firm/event.

I've been the Head of Marketing team for the 2nd tenure, and I couldn't have asked for a better team. Every person in the editorial, design and social media marketing team gives their best whenever I hand over any task to them. Our initiations like the #wisewednesday and #thoughtfulthursday have stood out on our Instagram handle, and I am pleased about it.

I appreciate the social media marketing team for putting efforts into this. I love how the editorial and design teams work so efficiently, even in impromptu situations. I've learnt a lot from you guys, and I hope you've learnt too.

I'm so glad we all worked as a team and gave our efforts for the betterment of our E-Cell. I hope this zeal continues and we blossom out with spectacular qualities.

Lakshmi Priya Pampati
Head of Marketing



Public and Corporate Relations

.....
Hello everyone,

I would like to thank the whole E-Cell team for completing gruelling task of finishing this Yearbook and I am grateful to our readers for taking some time out for review.

My journey with E-Cell has been filled with various learning experiences, thanks to this diverse group of people who came together to build a community of student entrepreneurs. This year we have been able to capitalize upon previous projects to organize events with participation from the whole institute.



A lot of our plans were hindered by COVID-19 but our team of problem solvers have been able to bounce back with various online activities and this spirit motivates me to work tremendously in the future.

IT IS TOUGH TO MAINTAIN ORDER IN AN ORGANIZATION WHEN EVERYTHING AROUND IS IN CHAOS BUT SOMEHOW THROUGH OUR PASSION AND DEDICATION ALL OF US ARE ENDING THIS SESSION ON HIGH NOTE.

I hope to continue this amazing work with all of you.

Neelabh Shukla

Head of Public and Corporate Relations



Event Management

At E-Cell IIIT Guwahati, we strive to inculcate an entrepreneurship culture in every effort we make. We aim to foster and sustain entrepreneurial spirit among students and youth. This experience of being head of event management made me enthusiastic and passionate. I learned the responsibility of planning, organizing and managing events related to entrepreneurship. We had the best speakers who spoke from their personal experience and also fielded questions from the students. A good speaker always motivates, influences people and makes the interactive session successful. I am glad that I had this opportunity.

S SHASHANK

Head Event Management



technical



Greetings everyone, It gives us immense pleasure that you are going through the E-Cell Yearbook. It has been a glorious year for me as the Technical Lead of E-Cell and I'm feeling joyful for being a part of this esteemed organization.

To succeed, a team needs each of its members to be highly motivated and dedicated towards his work, and I've no doubt that the E-Cell has got it all, which makes it even more fun working with the team. I'm sure that the experience that I've gained from serving as a team will be proven fruitful in my endeavours to come.



SOMEONE HAS SAID IT QUITE WELL THAT, "IT'S NOT ABOUT IDEAS, IT'S ABOUT MAKING IDEAS HAPPEN" AND IT'S WHAT EXACTLY WE DO HERE AT E-CELL.

Hoping you will have a pleasant time reading this book.

Best Regards,
Sameer Kumar Kushwaha
Technical Head



MEET YOUR TEAMS



Swapnil Raj

3rd Year

Head Co-ordinator

I'm a simple guy, but one who wants to live life larger than ordinary. In my experience, perseverance, patience and willingness to move with a bunch of people is the best I've found.



Even when you are marketing to your entire audience, you are still simply speaking to a single human at any given time.





ecell.iitguwahati



Marketing Head



Lakshmi Priya Pampati • 2nd Year

Just a girl who loves to read, learn
and aim high.



ecell.iitguwahati



Marketing



Chekurthi Manvith • 3rd Year

Joined as CSA team member and
currently in marketing



ecell.iitguwahati



Marketing



Akshit Rao • 1st Year

Thanks for coming to my TED talk



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Editorial



Debaleena Chakraborty • 1st Year

I believe in doing my work with honesty and passion. I love reading and listening to various genre of music.



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Editorial

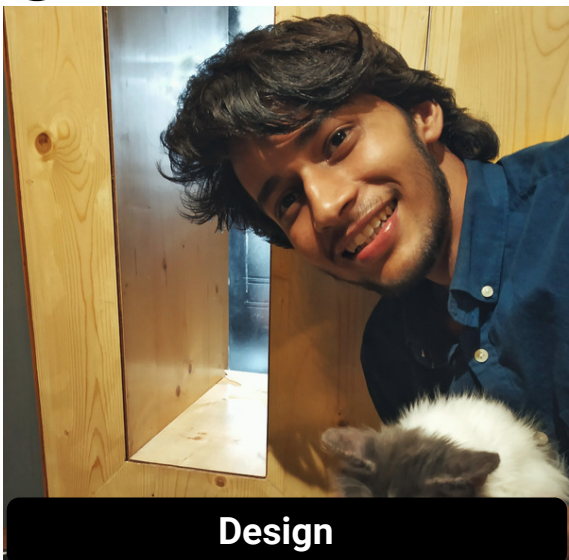


Purvi Das • 1st Year

Media and communication professional with a still continuing Bachelor of Technology



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Design

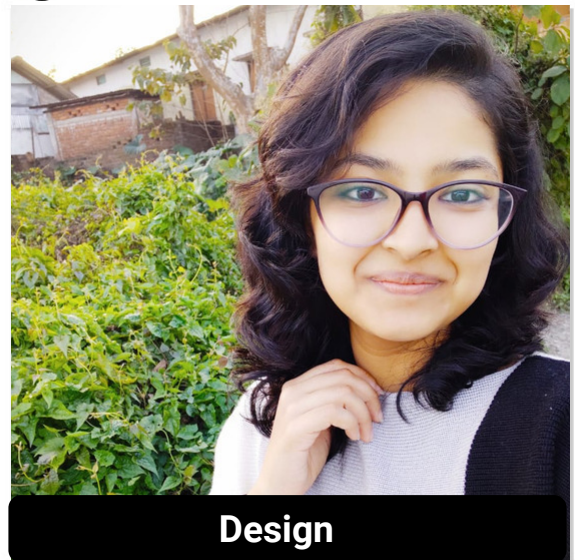


Ishan Chaudhary • 2nd Year

Amateur in design, veteran in teamwork



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Design



Khushi Garg • 1st Year

I've learnt something I always like to follow : Make it simple but significant.



“Public relations are a key component of any operation in this day of instant communications and rightly inquisitive citizens”



- COMMUNICATION
- INTERNET
- JOURNAL
- EVENTS
- RADIO + TV
- SOCIAL MEDIA
- CUSTOMER

Neelabh Shukla

2nd Year

PCR Head

Glad to be part of E-Cell.



Public and Corporate Relations

Aditya Jolly

3rd Year

The E-Cell has been one of the few things that has kept me going through college. Love it here, there's no place better.

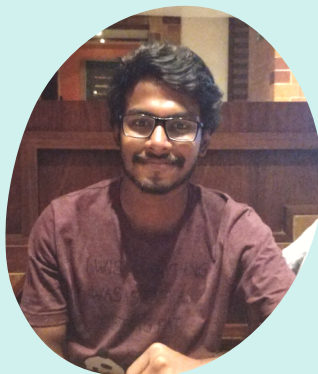


Public and Corporate Relations

Krishnam Vajra

3rd Year

I am a tech enthusiast with an entrepreneurial mindset. I am a constant learner with a good curiosity.



Public and Corporate Relations

Swaroop Kundrapu

3rd Year

Visionary and ambitious for the future of the organization. Solution oriented and determined at getting results for my team.



Public and Corporate Relations

Shobhit Belwal

Studying technology to bring out the best in the world.



Public and Corporate Relations

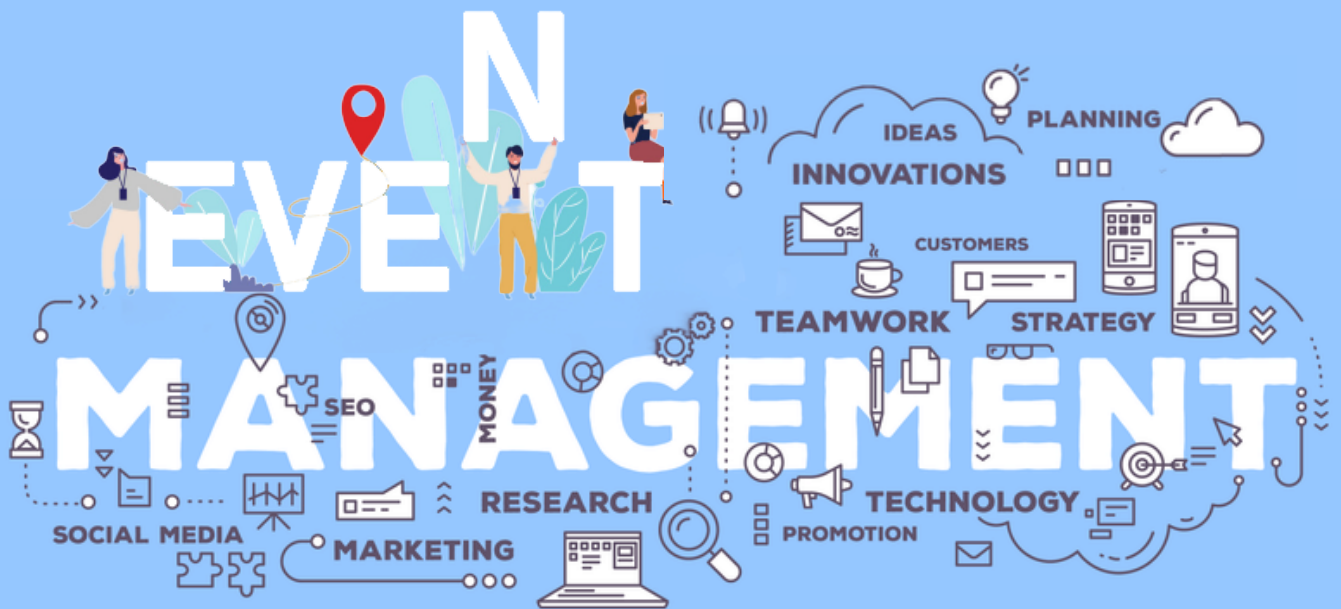
Anisha

1st Year

The most exhausting thing I find in life is being insincere.



Public and Corporate Relations



Plans are only good intentions unless they immediately degenerate into hard work



Don't be late for the event



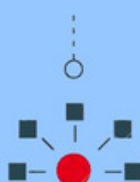
TARGET



BUDGETING



SCHEDULING



LOGISTICS



LOCATION



MARKETING



COORDINATING



S Shashank

3rd Year

Event Management Head

I am an enthusiastic and supportive head. I believe that the key to success is keep everything simple and face the challenges.



Sangaja Patel

1st Year

Event Management

Hardworking, creative, enthusiastic, innovative, ambitious, leadership qualities, friendly.



Aman Agarwal

1st Year

Event Management

I enjoy taking new challenges and I never give up until I get something right!!



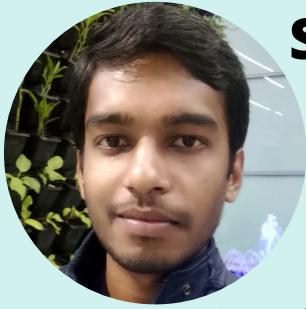
Ayush J Pawar

1st Year

Event Management

Sports enthusiast. A bit of a gamer. Somewhere between optimistic and pessimistic.





Sameer Kumar Kushwaha

2nd Year

Technical Head

Learning technology is my passion
and I passionately follow it.



Kandadi Venkata Shravan

2nd Year

Technical

Trying to give my best in
building things.



Nikhil Maurya

1st Year

Technical

I like to read books.





*Message for
OUTGOING
MEMBERS*





TODAY

Neelabh

To the senior members of E-Cell

We, the junior members of E-Cell, are grateful to have worked under your supervision. You made us believe in ourselves. Nobody could've supported us so well. Your guidance will be missed by each one of us. We aspire to help our juniors as you all have done for us.

I can proudly say, I got to work with one of the most amazing group of people and Thank you for all the amazing experiences.

One more thing, stay connected, FAM.

Priya

I'm so glad that I could work and learn with you guys. It has been an amazing experience. Thank you for guiding me whenever I needed. I hope your journey ahead will be more successful than your tenure at E-Cell.

Akshit

Loved working for you, loved working with you. Keep in touch 🙌📧

Anisha

You always did a great job leading us. Your contributions and dedication at a time when Ecell was budding will always be a prime example for us. Farewell!



Type a message





Ayush

Not interacted much with you all but still you've helped me when I asked and may you all keep rocking in your life just as rocking as you were till now.



Debaleena

My best wishes to the seniors for their future endeavors.



Khushi

All the seniors have been totally fabulous to work with. Swapnil bhaiya in particular is very encouraging and supportive. Working in E-cell under all of them has been a great experience.



Purvi

The meetings, the work, the teachings, the love will remain always. Thank you for being a friend and making me a part of the family.



Sangaja

We will miss you all. I will especially miss pulling swapnil bhaiya's cheeks and teasing him all the time 😊



Shobhit

Thanks for giving clueless me a idea about how things work around here.



Type a message





START UP GUIDE



"No matter what you choose, build stuff and be around smart people"

- Sam Altman
Former President, Y Combinator



The start-up guide is an initiative to put forward a framework that budding entrepreneurs can use for building a business. It is an amalgamation of events and sessions we have seen in the past at E-Cell and learning from many books / articles / programs / webinars by founders and investors.

Below is a list of topics we will be covering in the coming articles :

1. **The Start** (Type of business and finding Co-founders)
2. **The Business** (Idea Validation, MVP, the Growth)
3. **The Fundraising**

Starting a business is a cycle of feedback and iteration, finding out what works for you and capitalizing upon it. We, here at E-Cell, are also on the path to create resources that can help our community and to be successful in its endeavors, and it is essential to have your feedback so that we iterate and build something amazing.

If you think we could have done something differently or need to PIVOT after reading the Start-up Guide, we will be glad to hear from you. So, reach out and let's build something amazing together.

THE START

"My advice is flip a coin. If you regret the way it landed, then go with your gut"

**- Justin Kan
Co-Founder, Twitch**



Starting involves having an Idea, Validating the Idea and finding like-minded people to work.

Big or small, every startup begins with

THE IDEA

We can all make a change

Having a good startup idea usually come with having insight into a problem which is a result of :

1. **Your own experiences**
2. **Someone else's experiences**
3. **Probable prediction of market needs in the near future based on current technology and trends** (this is risky as with the change in tech or trend might make your startup obsolete)

You can get new ideas by working in a field, through education, meeting new people, or observing things in your environment.



Also, once you have a problem/idea, it is equally important to analyze that there is the demand for it because if you and your friends are the only ones facing it, you don't need a startup but a lifestyle change. And after validating an idea, if you find demand, it's time to pull up your socks and start working on it.



TYPE OF BUSINESS

1. Lifestyle Startup– These are family businesses that are mainly bootstrapped, make a profit from the very first sale, and doesn't require external funding.

2. VC funded/Hypergrowth startups –

If you have read in a newspaper XYZ startup got this/that money from ABC partner or XYZ startup became a unicorn (\$ 1 Billion evaluation) in 1-2 year of launch, you are dealing with **VC funded startup or hypergrowth startups**. These startups raise VC money, burn it in order to acquire chunk of the market(quickly) and, on the way, figure out how to be cash-flow positive.

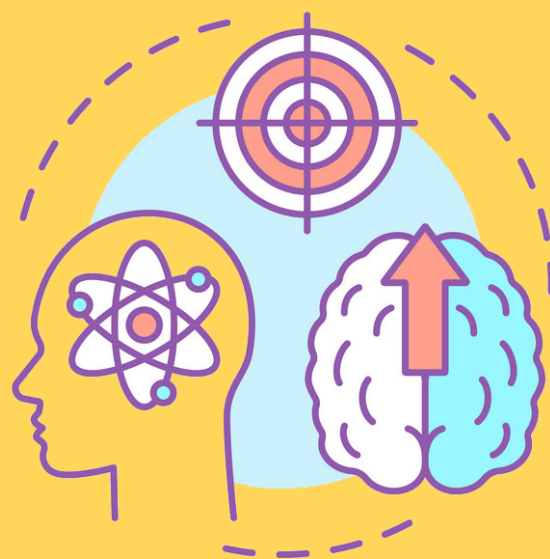
The easiest way to differentiate between Lifestyle and Hypergrowth startup is the % growth. Usually, Hypergrowth startup grows in **double to triple digits**, whereas lifestyle startups have **steady growth with positive cash flow**.



There is a lot of pressure on hypergrowth startups founder to deliver results to investors, as described by one of a hypergrowth startup founder,

"If you wake up every day with a constant feeling of nausea, you are building a unicorn."

There is no perfect strategy to choose between Lifestyle and VC funded startup. It totally up to you, **what suits your personality matters.**



Personality

Also, lifestyle startups don't look much appealing, but they can result in big companies, over time, due to **positive cash flow nature** and **100% equity with founders** if they raise money at a later stage.

AMAZING FOUNDING TEAM

This is **more important than any other factor**. As even if your startup is not working, you can pivot with a great team of co-founders and make it work.



Usually, it is recommended to have people of different domain expertise in a founding team, but if you don't find someone suitable, you can start working on the project and hire someone later. (But remember, **hiring someone is not a solution** as they might not be as motivated as a co-founder, so be wise).

Traits of the Founding Team:

1. **Lean thinking** – Ability to survive on a zero to the bare minimum salary
2. **Supportive and collaborative attitude**
3. **Unified Vision**
4. **Conflict resolution without clash of egos**
5. **Inspiring leadership skills**
6. **Diverse domain knowledge**



Note: These are qualities of a founding team, not an individual founder.

THE BUSINESS

"As a startup CEO, I slept like a baby. I woke up every 2 hours and cried."

– Ben Horowitz

Co-Founder, Opsware, and VC firm a16z

VALIDATING THE IDEA

Validating or evaluating an Idea is **vital to building a successful business**, and **this becomes necessary if you are thinking about raising VC money.**

Below are some factors you should look for while validating an Idea:

1. **Potential Demand:** You can understand this through a survey. Understanding the market or popularity of a problem or your solution does not rely on friends or family, only because they may be a part of a niche that may not result in sales. **Identify your customers** and go out and **talk to them**.



2. **Market:** Make sure that the **market is big enough** (in billions). If competitors exist in the market, can you carve out market share with your product?

3. **Frequency:** How frequent customers are using your product is that once every ten months, you may have a hard time raising money. Usually, **the more frequently a user uses your product** without any external stimulus (marketing campaign) after the initial acquisition, **the more likely you will be big**.

MVP: MINIMUM VIABLE PRODUCT

MVP is not just a couple of function starter pack; it is a process **to build a product** and **go to market** as soon as possible, after validating your idea and collecting feedback. **Iterate the product according to the feedback** and **repeat the cycle** until the founding team agrees that the product is ready for a full-fledged launch.

While launching MVP, make sure:

1. **It solves the problem you are trying to solve**, though it could have less functionality. Most times, teams build a product that is different from the solution, and it fails.

2. **To find the most desperate customer first**, i.e. even if your products are not amazing, they are still willing to use it because they will promote it when you have finished the product.



3. **To stay away from Total Critics:** These are the people who don't find anything good about your products. Listening to this class will possibly result in a loss of productivity.



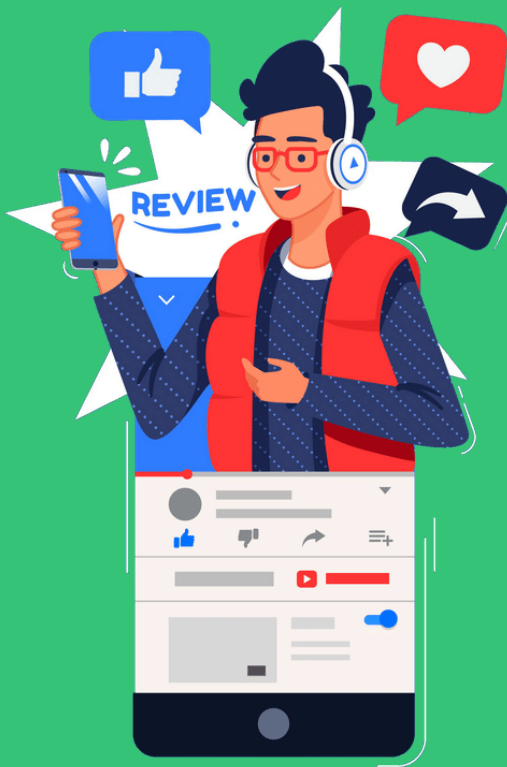
The founding team should not waste much time just building MVP, as this may result in demotivation for some people. If a team couldn't decide on their own, they can seek outside help.



GROWTH

Once you have the MVP and initial customers, **identify matrices (KPI – Key Performance Metrics) that suit your business** and help you track your goal.

Try not to focus on vanity metrics; these are growing numbers but not represent the things you want to measure.



Ex- For an App, social media likes, and a high number of customers are vanity metrics as they don't say much about its growth. In contrast, the number of present customers with retention rate is useful to track the growth.

Most experts emphasize that **there is no single growth metric;** it must be according to your sector and product.

THE FUNDRAISING

"All companies that go out of business do so for the same reason – they run out of money."

**– Donald T. Valentine
Founder, Sequoia Capital**

Fundraising is essential but it does not only mean VC funding, but is so much more than that.

Below are some of the options for raising money for seed stage:

1. **Savings**
2. **Bootstrapping**
3. **Family and Friends**
4. **Grants and competition**
5. **Private Angel Investment**
6. **Venture Capital**

It is recommended to start with **part of savings, bootstrapping, family & friends or grants & competition**, as bringing in angel investors and VC can initially result in pressure that **might not be good for product development**.



Remember that **raising money is not raising debt**. A debt of any kind: venture or loan, is not recommended. **It may disrupt your financials**.

The Government of India has launched a few loan schemes for startups with **meagre interest rates** that you may consider, with careful considerations.

STARTUP PITCH

Basic questions and one-line answers

Things to have in a pitch:

1. **What does your startup do?** (1-2 lines description, shouldn't be an essay)
2. **What problem are you solving?** (1-2 lines description with stats of market etc.)
3. **How big is the market?** (Usually in Billions for VC)
4. **What is the traction?** (App downloads, purchase orders, letter of intent)
5. **How will you make money?** (Ads, subscription, one-time fees, freemium model, etc.)
6. **What is your team?** (Their expertise, previous experience, etc.)
7. **Who is the competition?** (is it one or multiple)
8. **What is your unfair advantage?** (It is your technology, experience, etc.)
9. **How much money do you want to raise?**
(Having a good idea of this is important & it depends upon above eight factors)
10. **What will you spend that money on?**
(Marketing, development, inventory, etc.)

Note: All these articles are not a checklist, but a suggestion that might need to be followed in a different order for results.

Also, remember:

"For all startup advice, there is equal and opposite advice

**- Benedict Evans
VC and Analyst**



CASE STUDIES

A STORYTELLING SECTION

Learn from people who made it big even though they had many unfair disadvantages

OPRAH WINFREY

Billionaire media executive and philanthropist

MELANIE PERKINS

Co-Founder, Canva



MELANIE PERKINS

Co-founder, Canva

In **2007**, **Melanie Perkins** was a **19-year-old** university student in **Perth, Australia**. She was teaching design programmes part-time at university, and she noticed how much students struggled to learn just the basics – it took a whole semester merely to teach them where all the buttons were. Microsoft Publisher and Adobe products were very complex and were old fashioned desktop-based softwares.

That was her Insight.

She had a big vision to take on these behemoth software companies but, as she was only 19, **she decided to start by solving a simpler problem that was closer to home**. She noticed that every year her mother (a schoolteacher) was under a lot of stress to manage the high-school yearbook . Teachers like her had no design experience and it was all a big headache for them. **Melanie knew this could be made easier with online collaborative software**. So, she and her boyfriend Cliff Obrecht took out a loan from their family and friends –

they were lucky enough to be able to raise \$50,000 from them. With this money, they interviewed every tech team in Perth to see which one could build the software for them. Most of the tech teams thought these teenagers were completely mad, but finally Melanie and Cliff found one who agreed to take on their project. **What they lacked in Status, because of their young age, they made up for in persistence and a willingness to learn from their mistakes, and to Educate themselves** and build up their entrepreneurial Expertise.



Canva

Most of the tech teams thought these teenagers were completely mad, but finally Melanie and Cliff found one who agreed to take on their project.

Through a steep learning curve, and by **turning Melanie's mum's living room into the office** for the new yearbook design startup Fusion Books (along with large printing press machines), they bootstrapped the project and grew year on year. **Once she started employing staff, Melanie gradually took over the house.** Melaine and obrecht got a lot of help and support from their family members.



The Australian government provided R&D tax concessions, and the pair were later able to get an extra \$20,000 business bank loan. Melanie says that without these, they'd have run out of money in the early days, and wouldn't have survived. The next chapter of their story is where it gets really interesting. Serendipity struck, and **they met an investor from Silicon Valley, Bill Tai**, at an Inventor of the Year awards ceremony (they were runners-up).

When they spoke to him, a 5-minute chat opened a window onto a whole new world. **Melanie described her grand vision to take on the big design companies of Microsoft and Adobe with her more ambitious hyper-growth startup idea** - the online collaborative design software that became Canva - and Bill Tai agreed to meet them if they were ever in Silicon Valley. **'I couldn't believe my luck!' Melanie said.**

So she went home and researched this unknown universe of Silicon Valley, venture capitalists and 'startups'. Her brother happened to be studying in San Francisco (which is very close to Silicon Valley), and agreed to let her crash at his place for two weeks.



She packed her things and took her big startup idea to the Valley. She was very nervous about the meeting. **During the meeting, he was actually on his phone texting while she pitched him her big idea**, which went way beyond just yearbooks. She was really disappointed – **she thought he wasn't interested**. In fact, he had been sending out messages to his network to invite her to speak to them and to make introductions.

He finally said that he'd invest, but only if they got a strong technical co-founder on board.

Great! **The problem was, Melanie didn't know any technical people like that.**

So those two weeks in San Francisco turned into three months (the full duration of her visa) as **she hustled to try to find a technical co-founder**. She attended every single engineering conference, reached out to people on LinkedIn, and cold-called. **She had set up her 'office' in a shopping centre and was working hard from there to make it happen.** She took every meeting she could.

Melanie was actually an introvert, but was putting herself out there, stretching beyond her comfort zone, all to achieve what she envisioned.

She was incredibly driven and conscientious. In fact, **she'd often stay up late or not sleep at all just to submit documents when she'd said she would, even if those dates were completely arbitrary.**

Melanie was actually an introvert, but was putting herself out there, stretching beyond her comfort zone, all to achieve what she envisioned.

In fact, although she hated kitesurfing, when she found out that Bill Tai loved kitesurfing and was hosting a startup kitesurfing event, where loads of high-profile investors would be, she learned it anyway to increase her chances of being invited.

She was getting constant rejections from investors (as Bill Tai's investment alone wasn't enough), even when they finally got a technical co-founder after a full year of struggle. She recounted reading an article that described how **any deviation from these desired patterns (which investors look for) - Stanford, Harvard, MIT education, ex-Google, Apple, Facebook employee, even down to the up-and-to-the-right graphs - resulted in a negative mark.** As she said, "It would appear that we got a lot of marks, albeit negative ones. We didn't come from the "pedigree" of universities or companies and we didn't have pretty-looking graphs".



She was getting constant rejections from investors even when they finally got a technical co-founder after a full year of struggle.

Even their Location was a potential mark against them.

Virtually all the investors insisted they move to Silicon Valley, but they wanted to stay in Australia. Melanie might not have had all the Education and Location advantages, but she did have a ton of Insight, a very clear ambitious vision, and the grit and determination to make it happen.

Yet, even after building out the product that became Canva, and having fast, international growth, they still struggled to raise funding. They revised their pitchdeck over 100 times, and kept improving their pitch, bit by bit. **Eventually, they successfully landed \$3 million worth of investment, half from investors in California and the other half from match funding by the Australian government grant** (after having worked really hard on the application). **They moved to Sydney and launched Canva in 2014. It grew like crazy, and actually became a unicorn startup (worth over \$1 billion)!**

Canva is an amazing story of female tech startup founder success, with an amazing product.

OPRAH WINFREY

"Turn your wounds into wisdom"

Oprah Winfrey's is an inspiring rags-to-riches tale. A black girl raised by her grandmother in **1950s rural Mississippi** who was traumatised by sexual abuse from a young age, she went on to become one of the richest and most powerful women in the entertainment industry. Through sheer force of her personality and by simply being herself, she reinvented the talk show and still reigns as the undisputed champ of daytime television.

Oprah grew up so poor that as a child she **often wore potato sacks instead of dresses**, and she recounts **watching her grandmother boil clothes to get them clean.**

Her childhood experience was unstable. With a revolving series of caregivers, passed from her grandmother, to her mother, then her father, and back again, Oprah could scarcely have had a worse childhood.

Aside from the poverty and instability, Oprah also had to overcome a slew of emotional issues. Her younger sister, who had lighter skin, was her mother's favourite. To make matters worse, **Oprah was sexually molested at the age of nine.** This incident signalled the beginning of a pattern which would continue at least until her early teens when she gave birth to a premature baby – who died after only two weeks.

In spite of her tragic childhood we are also aware of her larger-than-life success. So the question is: **With such clear disadvantages, how did she rise up to such prominence and success?**



**GOLDEN GLOBES
AWARD**

Oprah grew up so poor that as a child she often wore potato sacks instead of dresses, and she recounts watching her grandmother boil clothes to get them clean.

What exactly took a young African American girl with such tragic early life disadvantages and turned her into one of the most influential people on the planet, one whom it is claimed **single-handedly turned a million votes in favour of Barack Obama in the 2008 election?**



When examining success, you are not going to find just one single cause. What stands out in Oprah's case, however, is a gift that she was born with. **Oprah was a child genius.**



By the age of just three, Oprah had already been taught to read the Bible by her grandmother, who took her to church regularly. Little by little, unconsciously at first, Oprah was picking up the very skills that would allow her to captivate audiences decades later. In time, **her grandmother and later her father would take her to speak in front of crowds at every church** within driving distance. Congregations clamoured to hear this wonder child who spoke like a leader.

'From the time I was eight years old, I was a champion speaker,' she says. **'I spoke for every woman's group, every banquet, every church function.'** At school, she was allowed to jump years ahead due to her prodigious reading skills. Her father took her to the library regularly, which she absolutely relished, and **she took sanctuary from the harshness and trauma of her life in her books.**

Long hours at the library, book reports, sermons and speeches to hundreds of people honing her public-speaking talent - these are experiences which most children never get, or never have the talent or inclination to make the most of.

Oprah had found her niche. Her uncommon ability to connect intellectually and emotionally with a wide variety of topics made the show an instant success.

Oprah did all this consistently before she turned ten. She got her 10,000 hours of practice very quickly. And her stellar trajectory continued. **She won a full scholarship to Tennessee State University by winning a public speaking contest.** She picked up a radio show aged 17 – on a full salary. In 1973, while only a sophomore, the **19-year-old Winfrey was offered a job as co-news anchor at Nashville's CBS affiliate, WTVF-TV, and became not only Nashville's first female co-anchor but the first black co-anchor as well.**

Phil Donahue's nationally syndicated talk show had won a large following in Baltimore, and the manager wanted to tap the market with a local version. In 1977, "People Are Talking" aired with Winfrey as co-host. Oprah had found her niche. Her uncommon ability to connect intellectually and emotionally with a wide variety of topics made the show an instant success.



"The Oprah Winfrey Show" made its national debut in 1986, and within five months became the third-highest rated show in syndication and the No. 1 talk show, reaching upwards of 10 million people daily in 192 cities.

But where did all of this start? Hard work and hours put in practising, yes. But also, pure luck that she was born with such phenomenal abilities and a strong inclination to develop them, plus caregivers and teachers who encouraged her natural talents to blossom. **Not everyone has a grandmother who diligently teaches them to read from infancy, or a father who regularly takes them to the library or drives them around to put them in front of audiences to speak and build on their talent.** And not everyone who has those opportunities is inclined to relish them like Oprah .

On top of her literacy and oratory skills, one of the secrets to the success of Oprah's daytime TV shows is the empathy, compassion and emotion she brings to them, which her traumatic childhood probably helped her develop.

Her own turbulent childhood enabled her to convert that first-hand experience into heartfelt compassion and powerful emotional intelligence.

This is an example of an important concept that's at the heart of this book: every disadvantage can have a corresponding advantage, and vice versa.

Your circumstances and unfair advantages, whether apparently positive or negative, can be double-edged swords.

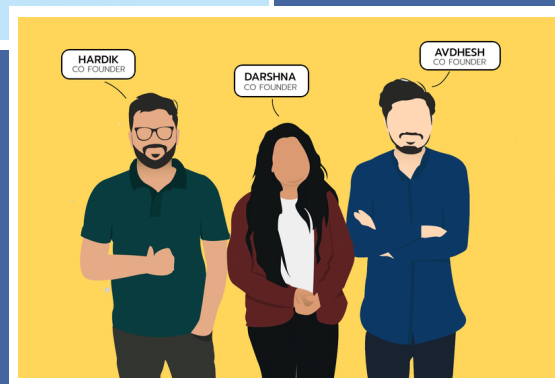
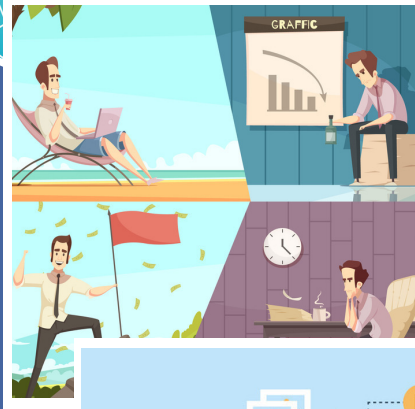


Every disadvantage can have a corresponding advantage, and vice versa.

Oprah's life has been documented well enough that we can see the connection: **without the natural talent she was born with, she wouldn't be where she is today.** That combination of innate talent and the parental nurturing of that talent is outside of our control, and therefore part of the randomness and luck of life.

We use Oprah's example because it also clarifies what we mean by luck – it's not always 'lucky', as in positive. **Oprah had difficult experiences that were as inseparable from her life as the good ones, and both combine to make her who she is today. That is luck.** Equally, luck alone was not enough – it's what she did with it, the way she chose to take those chance elements of her life and make them central to her ambition and practice.

ARTICLES



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PORTFOLIO MAKING

For creatives, there's nothing more important than your **portfolio**. A good portfolio can help you snag the clients you are after and attract the attention of professionals that can advance your career.

It's important to remember that the best portfolios are **constantly evolving** and there is a chance you may not get it right the first time. A keen eye and good editing skills will help you achieve the results you are looking for. So, how do you create the perfect portfolio?

01 Select only your most influential pieces

Don't add everything you've ever created. Exclude anything you're not proud of or don't think is your best work.

Think of your portfolio as your greatest hits. A good portfolio includes just the right amount of work, neither more nor less than what showcases you as a designer.





02 Showcase your unique and creative work

Don't include only one form of **design**, such as website design or illustration. Though this doesn't mean that everything shouldn't work together. **Make sure it all still looks like it's one person's work.**

03 Use High Resolution images

An image that looks good on your laptop screen may not seem so sharp on a large computer monitor. So remember to stick to the **highest quality images** for your portfolio.

HD



04 Showcase the design process

Showcase your creativity and diversity. Creative directors will appreciate the glimpse into your creative process.

05 Stay up to date

Trends, techniques and technology change quickly, so **don't include anything that's more than three years old.** You don't want to look outdated.





06 Include results

If you designed a marketing campaign, it's excellent to **include who else worked on the project, how they measured effects, and how successful it was.**

07 Non-Client work is not a waste

Just because it wasn't a paid client project doesn't mean you can't put it in your portfolio. If you love to self-start your projects, go ahead and include them.



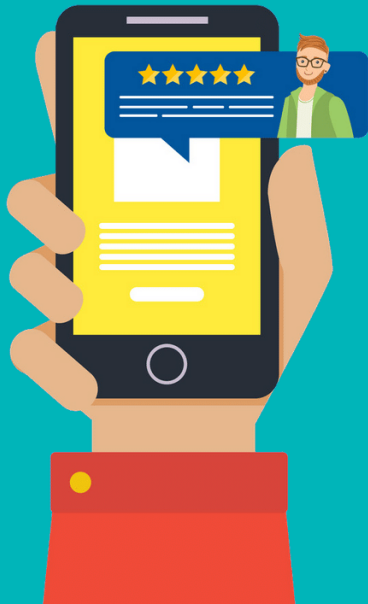
08 Get a second opinion

Before you finalize your portfolio, get another set of eyes on it. **Get someone else's reaction and advice.** Does it flow, look professional, is easy to click-through and correct?

09 Do you need a physical portfolio?

Most designers are using online portfolios these days. But for in-person interviews – especially if you're a print designer – you should think about **creating a physical copy** one.





10 Review, Add, Remove, Repeat

Think you're done once you've hit "publish" on your portfolio page? **If so, go back to #5.** You want to stay current, so **set a schedule to review your portfolio every six months.** Add any new projects and remove anything that's looking outdated.

Ta-Da!

YOUR PORTFOLIO IS READY
TO SHINE

VIDEO MAKING AND MARKETING FOR PRODUCTS



In recent years, videos have been making inroads in digital marketing, emerging as a powerful promotional tool for businesses to promote their products in an exciting and engaging way. Video has not only transformed how businesses market and consumers shop; it has also revolutionized how salespeople connect with and convert prospects and how service teams support and delight customers. When it comes to video marketing, there's some pretty definitive 'rules' businesses should stick to get their videos right. Get them wrong and marketing videos can be more hindering to a company than profiting.

What type of video content do you plan to make?

Whether you're leaning towards educational, entertaining, or a mix, your brand's expertise and audience needs should determine your approach here.





Who all are your target audience?

It is important to outline your target demographic with as much detail as you can. You can't create great videos without determining the buyer persons you want to

appeal. When it comes to your target audience, **the more specific the better**. It's okay if your content isn't interesting to anyone outside of that group; you're aiming to help viewers self-qualify.

What should your audience take away from your videos?

Think about what **value your content will add** and what tasks or goals it will help your audience accomplish.



There is no one right way to make a product video. Depending on your vertical, customers have various expectations on what they want to see. And, they have various needs based on how they make purchasing decisions. However, there are a few things though that is common to all the best product videos out there:

THEY TELL A STORY

Without context, your product video isn't going to make any sense. Your video needs to **put your product or service in context**. That often means it needs to be shown in use, as a great example of your product — and why the customer can't resist it.

THEY ARE SHORT AND PRECISE

Aim to make a video short and topping out at **30 seconds**, especially for the sake of sharing on social media. It's hard to refine a message down to half a minute, but the best product videos make it look like a cinch.

THEY ARE HUMAN

The point of a product explainer video is to increase relate-ability between your brand and your customer. Text and images don't get this across as well. The video production needs to **show emotion and honesty** — whether it shows actual people or is an animated video. The main aim is to give potential customers the feeling as though **you understood them, and spoke to the core of their best self.**

Last but not the least, making the video **look professional is a plus point.** Filming in a **properly lit environment with low background noise** needs to be ensured. After releasing your video it's important to **review your video's engagement data** to justify your investment in video and to understand how well you are performing. This step in your video marketing strategy will help to determine how your video content aligns with your business objectives and start using assets more effectively.





CREATE IT: BUILDING YOUR ONLINE PRESENCE

Of the many things one would find important while applying for jobs or even in the entrepreneurial journey, the fact that **online presence is the most important tool in this era.**

When you're looking for a new job or positioning yourself for career growth, it's important to have an online presence where you can **showcase your skills and experience.** Your online professional profiles will also help you **connect with contacts who can expedite your job search** and assist you with moving up the career ladder.

Whether on social media like LinkedIn or even a website with your resume and/or portfolio, having an online presence is important for many careers. By having a professional one, you're showing that **you care and are serious about any opportunities that come your way.** Here's how you can build a professional online presence that will help you nurture relationships and reciprocate to opportunities while still maintaining your personal, private life.



01 **MANAGE YOUR SOCIAL NETWORKS**

Your first step is to make sure that you're not trying to mix your **personal life with your professional one**. You should

always be **mindful of what you say and do on the internet**, but that doesn't mean you can't have your privacy. Make your personal social media accounts private and **create a separate professional profile for each site you want to be active on**. Although you can be active anywhere you want, some industries only use certain social media sites. If you're in the construction industry, you likely won't find much value in having a Tumblr account. On the other hand, LinkedIn or Facebook or Instagram might be perfect for you.

02 **START A BLOG SPECIFIC TO YOUR LINE OF WORK**

Everyone has an opinion about their industry and are excited to share it with the world. A blog is a good place to start. Yes, there are plenty of articles online already, but there are even more people who don't have a blog or share their professional opinions. Give advice and welcome reader contributions. By having one, you're **differentiating yourself and showing colleagues and potential employers that you're dedicated to what you do**. Don't feel like you have to limit yourself either. Incorporating vlog posts and offering exclusive content on a social media network can keep your market interested. **Use the tools you have available to be the most engaging.**





03 BECOME ONE-OF-A-KIND EXPERT

Maybe the industry you want to work in is a saturated niche. What industry isn't? The truth is, there are a number of people who do what you might want to do, but that doesn't stop anyone from staying active. **The thing that separates one from others is that there's only one, and that's you.** No one else has your personality, values, beliefs, or experiences. These are unique to you and therefore unique for your audience. To build a connection with people, consider what makes your story unique but relatable. Find your angle and **position yourself as an expert in your industry** that your audience needs.

04 STAY CONSISTENT

Try to have the **same photo wherever your professional presence is living.**

You also need to stay consistent when posting on your chosen social media sites and blog. Consistently engage on LinkedIn. Depending on where you're at in your career, you might have time to post daily. **Set a schedule you can commit to and stick with it.** Recruiters, potential employers, colleagues, and your audience will notice that **you're dedicated and active.** By staying consistent, you'll stay fresh. Creating daily content can be a challenge but it not only helps one to try new things but also generates new ideas to travel through. **Creating a professional online presence isn't hard, but it requires effort on your part.**



GRE

A PREPARATION GUIDE



Being an undergraduate student, one of the terms that we hear often from our seniors is **GRE**! In this article, I will try to clear all the fog that is around this standardized test and **how important it actually is** for graduate school admissions with a few tips on preparation.

Let me give you some context on why I am eligible to do so. Firstly I have just entered my senior year and am in the process of documentation and getting ready to apply to grad school. Secondly, I scored a **perfect score on the GRE Quants** and **an almost perfect score in the Verbal and the analytical writing section of the GRE**, and finally, I have been researching about grad schools and how admissions work, from almost the start of my freshmen year.

So let's get into it. I will be structuring this article as following: first I will talk about **the admissions process** in general, then I will get deeper into the GRE, its **exam pattern** and what is exactly asked, then I will talk about **when you should take the exam and how long should you prepare for it** with some resources for the same linked.



I will also give you an idea about what a **good score is on the GRE** and also the preparation plan that I followed. Finally, I will give you an idea about how important GRE actually is for the grad school process.

Graduate school admission process seems like a daunting process in itself if you look at it from the outside, but when you get into doing it, it just gets simpler and you start enjoying it. The graduate schools in the US start opening their application portals for the Fall term in the mid of September and it remains open till the deadlines of each school.

To apply, you require:

- **Your test scores (GRE and TOEFL)**
- **Resume (not a CV)**
- **Statement of Purpose (SOP)**
- **Transcripts**
- **Letter of Recommendations (LOR)**



The admissions committee weighs in all the above mentioned factors to come to a decision. **The most important part of the application process is the SOP and LOR.** They persuade the admissions committee to make a decision in your favour. For the most part, the **Test Scores and your Undergrad GPA are used as a filtration criterion and nothing more.**

Having an exceptionally bad GRE score might harm your application but having an exceptionally good GRE score won't be the only factor that gets you an admit. So, you should **try to aim for a good GRE score but not stress about it a lot.**

GRE - Graduate Record Examination, is a standardized test that is required by most of the graduate schools for admissions into their masters or Ph.D. programs. The test is conducted by **ETS (Educational Testing Services)**, this authority is responsible for making the test and also conducting it. The exam is conducted year-round at a ton of places all over India. The test is almost 4 hours long with a 10 min break after 3 sections and a 1-minute break in between the sections. There are a total of 6 sections on the GRE.

The first section is the **Analytical Writing** section where you are presented with two tasks, **Analyse an Issue and then Analyse an Argument**. These tasks measure your writing and reasoning ability.



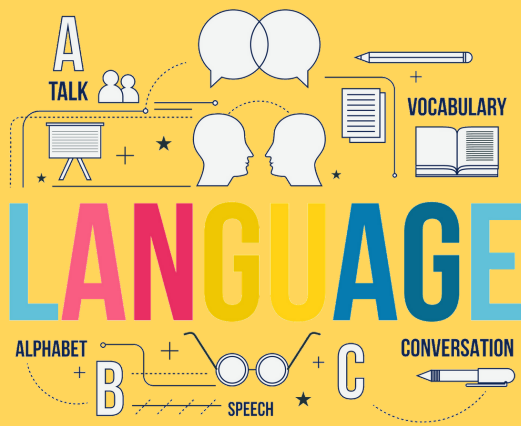
The issue task requires you to write an essay on a given prompt, you can either **agree, disagree, have a qualified agreement or a qualified disagreement**. The **scorers don't judge your essays on the position you take but rather on the way you present your position and how convincing it is.**

The Argument task asks you to analyze a prompt and state the stated or unstated assumptions or even recognize the questions that need to be answered for the recommendation in the prompt to be valid, you are not required to present your own opinion anywhere in this task but rather just point out the assumptions. Both the tasks are of 30 mins each. The other 5 sections are **Quant(Q)** and **Verbal(V)** that appear alternatively. One of these sections is a dummy section or research section (as they call it in some places), but while writing the test you are not aware of it. So, for you, it can be AWA-V-Q-10 min Break-V-Q-V where any one of the 3 verbal sections is a dummy section or AWA-Q-V-10 min Break-Q-V-Q where any one of the 3 Quant sections is a dummy section. Again, **you are not aware of which section is dummy section so you have to perform equally good in all the sections.**

The quant section is just basic High School math, that Engineering students should not have a problem with at all, but I suggest you practice from the book (**Manhattan 5LB**) for the quant section to know what kind of questions are asked in the test.



The Verbal section is tough for most of the Indians as it requires you to know a **myriad of words (Academic Word) that won't be used anytime when you are conversing**, ex: verisimilitude or surreptitious, but yeah, you need to know them for the GRE.



One thing about the verbal section is if you have an **above average vocabulary with good strategy and practice, then it's easy to score a 160+** on the verbal section.

The verbal section consists of 3 types of questions: the **Text Completion (TC)**, **Sentence Equivalence (SE)**, and **Reading Comprehension (RC)**. For each section, you need to practice as much as you can and develop a good strategy for encountering each part of the verbal section. The strategies I used are of **GregMat**, a YouTube channel. You can watch the analysis of the AWA sections and also various other strategies that is provided for the Verbal section. For the vocabulary part you have the **Barrens 800** words list, and also **Magoosh Vocabulary Builder** (the only words that I by-hearted were from this, about 1000 words). With the YouTube videos, Vocabulary builder, and with practice, you should be ready to take on the verbal section.

Scoring high in the GRE is pretty easy, so just practice and devote enough time for preparation. For the scoring part, both the GRE Verbal and Quant sections are scored on a scale of 130-170, and the AWA section is scored in a range of 0-6 with 0.5 increments. The total score comes out to be 340. I suggest you take the exam as early as possible.

I took it in the winter break of my junior year i.e 3rd year during the December Break, you can even plan to take it in the summer break of the same year. **The GRE is valid for 5 years so I suggest you take it early and then concentrate on the rest of the aspects deemed necessary in the admission process.**



Now for the preparation time, on average people take about **3 months to prepare for the GRE** and that's a perfect timeline if you want to do it with college going on. But if you are planning to study on vacations and can devote **more than 10 hours a day to the GRE**, then anything between 25-30 days should be enough.

The approach you should take while deciding on the time you require is to give a mock test without any preparation, just open any site like Kaplan or GREEDGE and take their free test. After the test tries to find out the parts that you are weak in and then plan accordingly. If you already are scoring anywhere in the 300+ range then 25 days to a month should be the way to go, but if you are scoring less, then try to go with the longer plan.

The internet is rife with preparation plans for the GRE so just google and find a plan that suits you or you can even create your own.

One advice would be to **book the GRE in advance before starting the preparations** because I know how hard it is to prepare for a test if you don't know when you are going to take it. This way, you will have a sense of seriousness and you will hopefully crack it with a **320+ score**.



A good score on the **GRE is very subjective**. For someone who wants to get into say Arizona State University for an MS in Construction Management can score a **305-315** and that would be a good score, but for someone who wants to get in **Columbia, UPenn or Harvard (Ivy League)** a good GRE score should be something around **325**.

And the GRE scores vary greatly with the course you are applying too. So my suggestion would be to study and score as high as possible and then try to see if that GRE score is above the average score of the admitted students of the University that you want to apply to. If it is then it is a good score. If not, then try to retake it. I would actually still be against taking the GRE again because it is not the only factor but if you feel you can perform well and probably increase your score by at least 6-10 points then only go for it. As there are a large number of example of people with an average score getting into top universities, so it should not be the only factor you consider.

If you think you scored less and don't want to retake it, then **try to make the other parts of your application strong like the SOP, GPA and LOR's**. In general, **any score above 320 is a great score** and you should be above most of the universities' average scores.

MY GRE PLAN: I started studying in the last week of November after the end semester exams to be exact, from the 24th of November and my GRE was on the 16th of December. I had around 25 days. **I started with taking a mock and then started to study vocal** and also doing about **2 chapters of the quant exercises**

from the Manhattan 5LB book. After I was done with that, I took the GRE Official Books and had a glance. I practiced the verbal from it. I was also watching the videos of GregMat about the same time. By 12th December I was done with the preparation so I started to take mock tests (**Powerprep mock tests that are available after you book the GRE test**) and then I went and gave the test.



You get your Quant and Verbal scores just after the exam ends and it is displayed on your screen and the **official report with the AWA scores is available in 10-15 days after you take the test.**



In conclusion, **GRE is a part of the admissions process but not the only part** so you should not stress over it a lot and just take it when you feel you are prepared. I hope this article helped and all the best for the GRE.



MBA AS A CAREER CHOICE

One of the most significant dilemmas that confront students after graduation is – **WHAT NEXT?** What are the courses that can offer better job opportunities? Very few students know their career choice by the time they graduate and are not clear about what they have to do. Most of them are susceptible to the advice of elders, friends, peers, career counsellors, or coaching class personnel.

When you look around, you can come across many courses that sound good, appear glamorous and creative, but will they offer a steady job? **Getting a job depends on demand versus supply and the ability of the individual.** Yet people look for safe bets and some hedging with the kind of course offering so that there is a higher chance of getting into the job market. This is what an ordinary student's quest is, or their parents' expectations are.



MBA – a step towards a successful career

Academic achievements are essential. To translate those achievements into a successful career by creating positive job outcomes requires a range of skills that need to be developed during the two years at a B-school. In this sense, **an MBA is your first step towards a successful and well-paying career.**



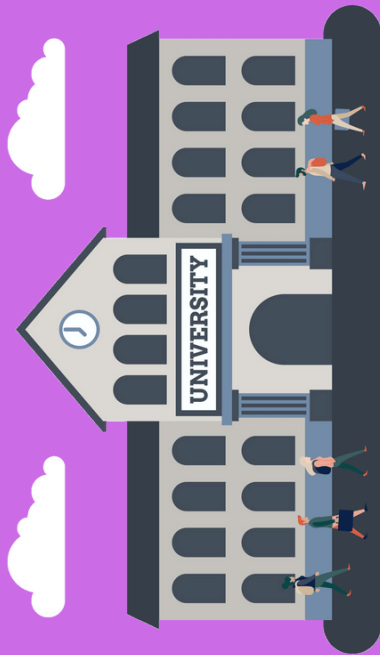
The program teaches you to **use your specialized knowledge to solve business problems by examining case studies.** Going through the rigours of a B-school curriculum, you build skills that strengthen your talent in terms of **leadership, business**

scenario analysis, and decision making. The degree opens doors to a plethora of job opportunities and, to a small extent, facilitates getting a job.

Core reasons to choose MBA as your career ahead

- You Will Enter a New Realm of Networking
- You Will Improve Your Soft and Hard Skills
- You will meet eclectic and passionate people
- You will increase your earning potential
- Want to start a business? You will find your future business partner





IMs and the top-ranked 25 B-schools are challenging to crack because CAT is a tough exam and skewed towards those **good at mathematics rather than aptitude for management**, which I feel is not the case with cracking GMAT. While most of the students aspire to get into these top institutes but **only 1% succeed**.

What is the right B-school for you?

In India, we have a large number of excellent business schools which are very creative and innovative. They may not rank in the first 25 schools but are not any inferior to them. Students have to look at those kinds of schools that are trying to be creative and innovative.

B-schools should not be churning out managers but should nurture leadership qualities.

Executive jobs and careers are not a function of your degree; they revolve around your talent. An excellent B-school faculty should be able to track this talent and support your learning process. Today, **technology is the backbone of the industry** in all the functions, and it is no longer expert knowledge.

Learning IT, MS Office, and MS Excel are general skills and not specialist skills.



The current business condition searches for those people who **don't trust in advancement or gradual increments**, however extreme changes and the ability to provide new guidance and standards. Students and parents ought to invest energy to discover such business colleges which grant scholarly thoroughness as well as initiative practice while learning. Those are the schools which connect plenty of corporate experts notwithstanding standard scholarly as full time and low maintenance personnel to guarantee that students get the chance to realize what precisely occurs in the professional workplace with the goal that the change from education to the job is increasingly sensible and smoother.



Sometimes, a lot many questions are asked about specializations. **Every specialization has tremendous opportunities** – be it marketing, finance, and human resource management. Every position is up for grabs, and what it requires is **capability and competence**.

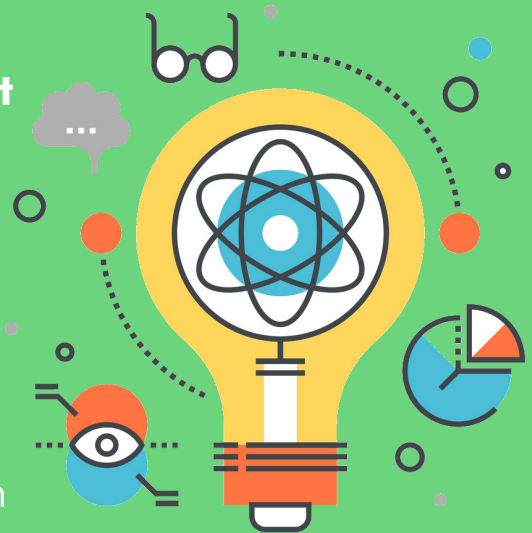


INNOVATION AND ENTREPRENEURSHIP



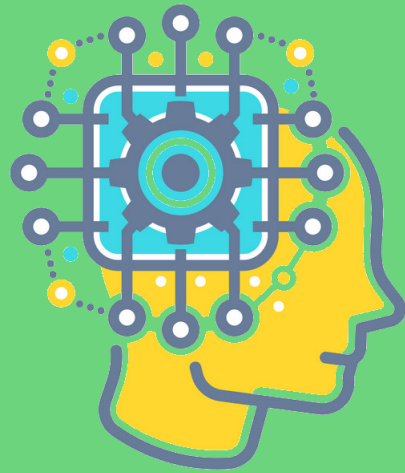
Innovation and Entrepreneurship are two terms which are quite often related to each other. But how does innovation create room for entrepreneurship? To understand this, let us get into the story of an MIT professor who discovered a novel method to apply **deep learning algorithms by using CPUs** and achieved results similar to that of while applying them with state of the art GPUs.

The discovery that led **Prof. Nir Shavit** to start a company came about the way most discoveries do: **by accident**. The MIT professor was working on a project to reconstruct the map of a mouse's brain and needed some help from deep learning. Not knowing how to program graphics cards or GPUs, the most common hardware choice for deep learning models, he opted instead for a CPU, the most generic computer chip found in any average laptop.



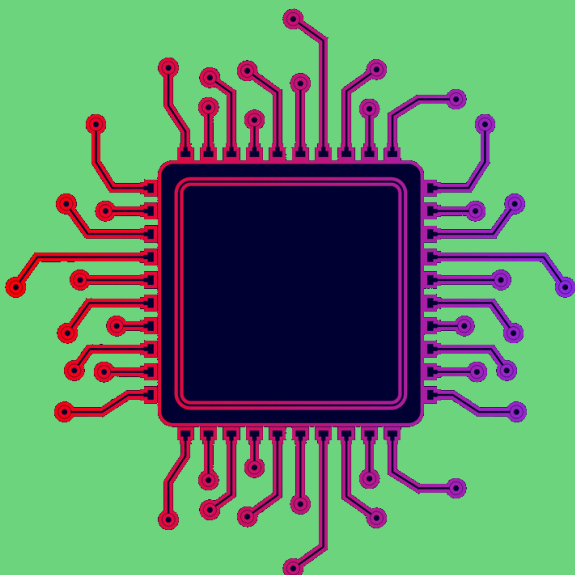
Prof. Shavit recalls, ***"I realized that a CPU can do what a GPU does -- if programmed in the right way"***.

This insight is now the basis for his startup, **Neural Magic**, which launched its first suite of products on June 18, 2020. Their idea is to allow any company to deploy **a DL model without the need for specialized hardware**. It would not only lower the cost of applying DL algorithms, but also make AI more widely accessible.



But how did this happen? Deep learning algorithms are computationally expensive and require powerful hardware to operate. For this, let's dive into the topic of GPUs and CPUs.

GPU chips were initially designed to **render graphics in applications** such as video games. Unlike CPUs, which generally have **4 to 8 complex cores** for doing a variety of computations, **GPUs have 100s** of simple cores that can perform only specific operations, but the cores can tackle their operations at the same time rather than one after another, **shrinking the time it takes to complete an intensive computation**.



The AI research community soon realized that this massive parallelization makes GPUs great for deep learning. Like graphics rendering, **DL involves simple mathematical calculations** performed hundreds of thousands of times.

In 2011, **Google** with chipmaker **NVIDIA** found out that a computer vision algorithm it had trained on 2000 CPUs to differentiate cats from humans could achieve the same performance when trained on only 12 GPUs.



But GPUs aren't perfect for DL as well, mostly because of two things. First, they **can't work as a standalone chip** as they are limited by the kind of operations they perform. Second, **GPUs have very low cache memory**. That means the bulk of data is stored off-chip and must be retrieved when it is time for processing. This back-and-forth data flow ends up being a bottleneck for computation, capping the speed at which GPU can run a DL algorithm.

Now, Neural Magic comes up with a different methodology. **Instead of tinkering with the hardware, they modified the software**. It redesigned deep-learning algorithms to run more efficiently on a CPU by utilizing the chips' large available memory and complex cores. While the approach loses the speed achieved through a GPU's parallelization, it reportedly **gains back about the same amount of time by eliminating the need to ferry data on and off the chip**.

The algorithms can run on CPUs "at GPU speeds", the company says—but at a fraction of the cost.

“It sounds like what they have done is figured out a way to take advantage of the memory of the CPU in a way that people haven’t before”, Neural Magic says.

Why could they achieve this?

In their own terms, they think that this approach is counterintuitive. The idea of deep learning needs GPU is so entrenched that other approaches may end up being overlooked.



For now, Neural Magic is working on **Computer Vision tasks**. They have quite a story and their new approach will change a lot of things in the upcoming years in the AI industry.



WHAT MAKES YOU A STARTUP UNDER **#startupindia**

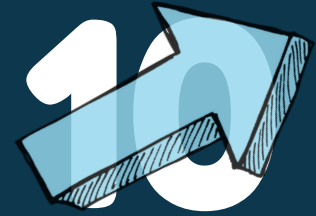
Ever since the Prime Minister of the country, Narendra Modi, launched the Startup India program, there has been an **incredible surge in the number of startups coming up.**

With **tax exemptions, benefits and help provided by the government, more and more people are creating a company of their own.** The most fascinating thing is that a majority of the startups have **young founders and owners**, which speaks volumes about the incredible creative minds that India has.

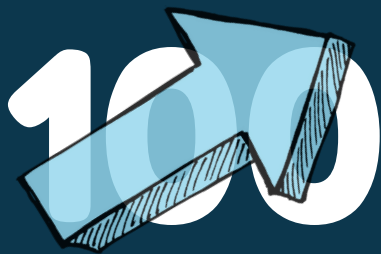


So what makes you a startup under the Startup India program?

- The firm has to be a **private limited company or a limited liability partnership**. The company remains a startup for the **first ten years**, post the date of registration. In the recent past, the Indian government changed that to **10 years from 7 years** to give opportunities and tax exemptions for the companies for a longer run.



7



25

- The company remains a startup if the turnover per year does not cross the **Rs 100 crore mark in any of the 10 years**. Once the company crosses the mark, it no longer remains eligible to be called a startup. **The mark of Rs 100 crore too has been improved by the Indian government in the recent past from Rs 25 crore**

- The firm should have approval from the **Department of Industrial Policy and Promotion (DIPP)**.



- The firm should be funded by an **Incubation Fund, an Angel Fund or a Private Equity Fund**.

- A patron guarantee from the **Indian Patent and Trademark office is necessary**.
- You must have a **recommendation letter** by an incubation.

- The firm must come up with **innovative ideas and schemes**.



- All the details regarding the funding must be **registered with SEBI (Securities and Exchange Board of India)**.

Startup India is a golden initiative which supports '**Make in India**' **campaign**. The objective of this campaign is to ensure **India attains self-sustenance and continues to contribute in the realm of technology, research and development**. With a current fund, this campaign looks forward to eliminating the financial challenges which young entrepreneurs face during the early stage. However, **uniqueness and commercial value** are the main goals behind the establishment of Startup India. So grab the opportunity and make your dream come true.

HOW TO REGISTER A STARTUP IN INDIA



What a decade it has been for Indian entrepreneurship in the technology and internet space. Even when there are resources out there in the market, many get puzzled in the rules game.

The biggest advantage of a startup is that it **improves employment** in the country as it is the direct result of more and more companies coming up. With the possibility of increased job opportunities, the Indian government has tried to help young companies grow and thrive in the Indian market. **The Startup India initiative helps you to innovate and improve economic sustainable development.**

People do have ideas but many of them have no clue about starting a company or how to convert that idea into a business venture. People do not have an idea about how to register their company as a startup



01 INCORPORATE YOUR BUSINESS

First things first, you need to incorporate your business as a **Private Limited Company or a Limited Liability Partnership or a Partnership firm**. You just need to follow the normal procedure that includes you filling up a form to get the registration.

02 REGISTER UNDER **#startupindia** STARTUP INDIA

Now you need to register your firm or company as a startup in the **Startup India scheme** of the government. You just need to fill the form available for you on the Startup India website. You have to fill in all the details and upload a certain number of documents as well.



03 DOCUMENTS YOU NEED TO UPLOAD IN A PDF FORMAT ONLY

1. You need a **Letter of Recommendation (LoR)** along with the registration form. You can get any one of the following recommendation letters.

- A recommendation letter from an Incubator known in a post-graduate college in India, in a format approved by the DIPP. This is regarding the innovative nature of the business.

OR

- A recommendation letter from an incubator that the Government of India funds as part of any specified scheme to promote innovation.

OR

- A letter from any of the Incubators, recognized by the Government of India, in DIPP format.
- A letter of funding not less than 20% in equity, by an Incubation Fund, Private Equity Fund, Angel Fund, Accelerator, Private Equity Fund, registered with SEBI that endorses the innovative nature of business.

OR

- A recommendation letter by the Central or any State Government of India.

OR

- A patent filed and published in the Journal of Indian Patent office in areas affiliated with the nature of the business being promoted.

2. Registration or Incorporation Certificate

You need to upload the certificate of incorporation of your company or LLP, or the registration certificate for a partnership company.



3. Brief description of your business

04 YOU NEED TO MENTION IF YOU NEED TAX EXEMPTION

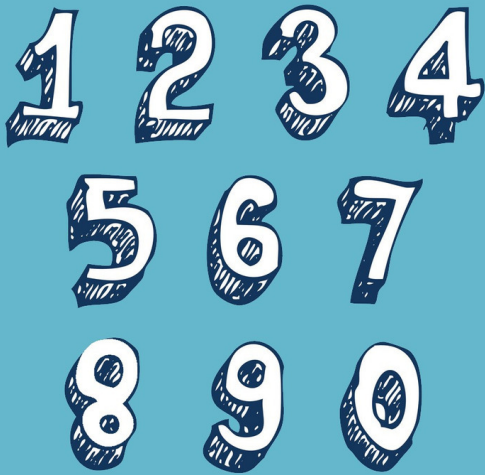
In India, startups do not have to pay income tax for the **first three years** but to avail such benefits, the company must be **certified by the Inter-Ministerial Board (IMB)**. This is where companies registered with DIPP get relaxation as the registration is enough to get the benefits.



05 SELF-CERTIFICATION OF THE FOLLOWING CONDITIONS

- You are a **Private limited company, an LLP or a partnership firm.**
- Your business must be incorporated or registered in India, **not before 5 years.**
- Your company's turnover must not be **more than Rs 100 crore.**

- The company has to **keep innovating something new** or **making the existing system better** in its own way.
- Your business must be **a fresh idea** and not a splitting up or reconstruction of an existing business.



06 GET YOUR RECOGNITION NUMBER

On application of this registration, you will get a recognition number with immediate effect. You get the certificate of registration or incorporation only after the authority goes through all your uploaded documents.

You need to be careful while uploading the data, as any discrepancy in it can cause you a huge **fine of up to 50% of your paid-up capital or Rs 25,000 at the very least**.

Now that you know the registration criteria for a startup, enrol your company as well into the Startup India scheme and reap all the benefits provided by the government.

HOW DO ENTREPRENEURS HANDLE FAILURE?



Everybody enjoys a success story. However these stories are incomplete without the struggles, the tough breaks, the defeats that set the stage for the eventual big win. While there are an infinite number of ways successful entrepreneurs make their money, there's only one thing they all have in common: failure. Failure is an inevitable part of the life of an entrepreneur. What defines a successful entrepreneur is his ability to rise above all these obstacles. There's no shortage of examples of great successes who had to struggle before they became the winners we now know them as.

#1

Bill Gates is now one of the world's wealthiest individuals, but he didn't earn his fortune in a straight line to success. Gates entered the entrepreneurial world with a company called **Traf-O-Data**, which aimed to process and analyze the data from traffic tapes (an early version of big data). He tried to sell the idea



alongside his business partner, Paul Allen, but the product barely even worked. **It was a complete disaster. However, the failure did not hold Gates back from exploring new opportunities, and a few years later, he created his first Microsoft product and forged a new path to success.**

#2

In 1950, Colonel Sanders's business just started to flourish. But then in 1955, a new interstate built for the Kentucky Derby bypassed Sanders's restaurant and drew customers away. **Sanders sold the restaurant at a loss in 1956, leaving him with just his savings and his Social Security check.** He was 65 years old and had



arthritis. **A lesser man would have just hung his hat and called it a career.**

Not Sanders. He got into his car and began driving to restaurants across the country, looking to franchise his chicken. Eventually, businesses started coming to him. By the time Sanders sold his business in 1964, there were more than **600 KFC franchises.**

The stories of successful entrepreneurs are a validation of the fact that **failure is a stepping stone to greater things.** Thus, **a healthy attitude towards the possibility of failure should be part of every entrepreneur's long-term planning.** That being said, some common traits or qualities that we could learn from every successful entrepreneur:



01 BE PREPARED

Being **mentally prepared for failure and difficult times is critically important.** We all have expectations that things are going to go perfectly according to plan, then, once they do not, those hard moments will be more difficult than you will expect.

02 AVOID EMOTIONAL DECISIONS

It is easy to make emotional decisions immediately after something negative happens. **Doing so is often detrimental, though.** Even if it means taking five minutes to go compose yourself, it is worthwhile. **Making rational as opposed to emotional choices prevents your problems from compounding.**



03 STOP BROODING

Losing happens to everyone and getting down about it is not going to accomplish anything productive. Instead, **forward-thinking will enable you to get past the problem** and work toward a brighter future.

04 START LEARNING

Moving on is necessary, but asking yourself **why you failed is also important**. Learning from your mistakes and how you can be better next time is one of the hardest parts of failing. It is difficult to ask those hard questions and deal with the answers that might come up. Doing so, however, will inevitably **prevent you from making the same mistakes in the future**.



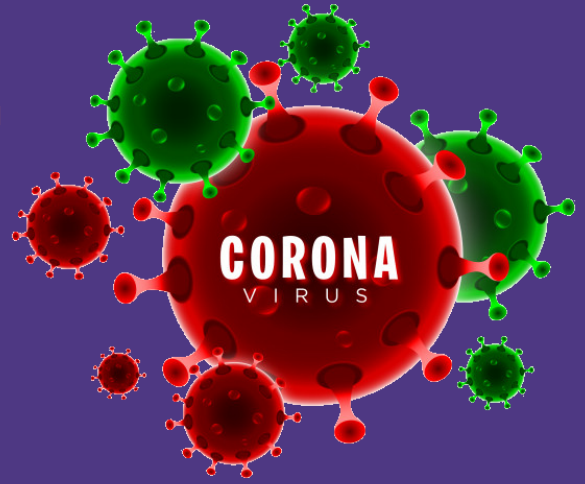
**TIME FOR
PLAN B**

05 BACKUP PLAN

It is **practical to have a backup plan** but also important to not consider it as an easy way out of the struggles and contingencies that the original plan will throw at you from time to time.



DID CORONA HIT THE ECONOMY?



We're stuck in dual crises for the foreseeable future — one that's **health-related**, and one that's **economic**. Eventually this will end, but there's no telling when. It's a confusing time, including when it comes to the money-related end of things.

As confirmed cases of the COVID-19 increases globally, businesses are coping with lost revenue and disrupted supply chains as factory shutdowns and quarantine measures spread across the globe, restricting movement and commerce.

Unemployment is skyrocketing, while policymakers across countries race to implement fiscal and monetary measures to alleviate the financial burden on citizens and shore up economies under severe strain.



The International Monetary Fund (IMF) said the coronavirus pandemic had instigated an **economic downturn the likes of which the world has not experienced since the Great Depression**. But it has been declared that it is indeed an **Economic Recession**. To understand what this means we must understand what these two terms define the state of the market.

There's a well-known line among economists that **a recession is when your neighbor loses their job, but a depression is when you lose yours**, which perhaps gets at the air of difference between the two: A recession feels bad, a depression feels very bad. But the line between recession and depression can be a little fuzzy. **Yet the coronavirus recession could indeed become a depression.**

Now the question arrives: **WHAT ABOUT AFTER CORONA?**

The pandemic will strengthen the **state and reinforce nationalism**. Governments of all types will adopt emergency measures to manage the crisis, and many will be loath to relinquish these new powers when the crisis is over.



COVID-19 will also accelerate the shift in power and influence from **West to East**. South Korea and Singapore have responded best, and China has reacted well after its early mistakes. The response in Europe and America has been slow and haphazard by comparison, further tarnishing the aura of the **Western “brand”**.

What won't change is the fundamentally conflictive nature of world politics. **Previous plagues—including the influenza epidemic of 1918-1919—did not end great-power rivalry nor usher in a new era of global cooperation. Neither will COVID-19.**

We will see a further **retreat from hyper globalization**, as citizens look to national governments to protect them and as states and firms seek to reduce future vulnerabilities.



In short, COVID-19 will create a world that is **less open, less prosperous, and less free**. It did not have to be this way, but the combination of a deadly virus, inadequate planning, and incompetent leadership has placed humanity on a new and worrisome path.



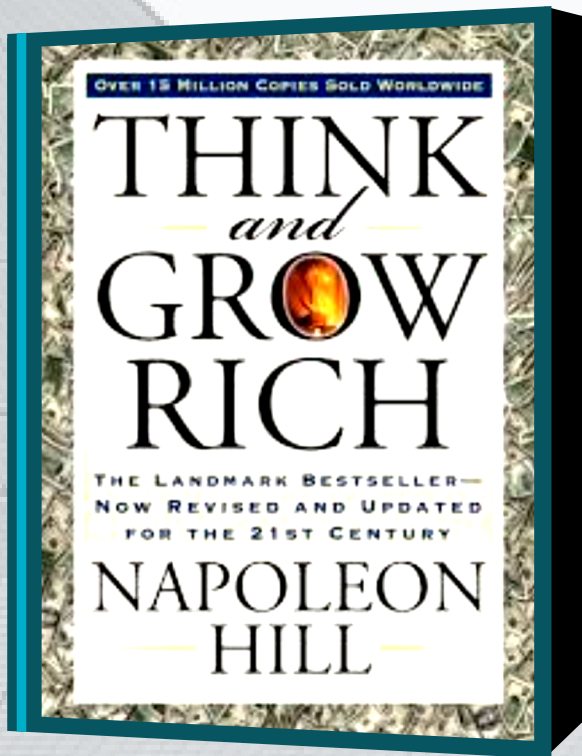
What is hopefully clear is that all these scenarios leave some grounds for fear, but also some for hope. **COVID-19 is highlighting serious deficiencies in our existing system.** An effective response to this is likely to require radical social change.

It argues that it requires a drastic move away from markets and the use of profits as the primary way of organizing an economy. The upside of this is the possibility that we build a **more humane system** that leaves us more resilient in the face of future pandemics.

Social change can come from many places and with many influences. **A key task for us all is demanding that emerging social forms come from an ethic that values care, life, and democracy.** The central political task in this time of crisis is living and (virtually) organizing around those values.

5 BOOKS

EVERY ASPIRING ENTREPRENEUR MUST READ

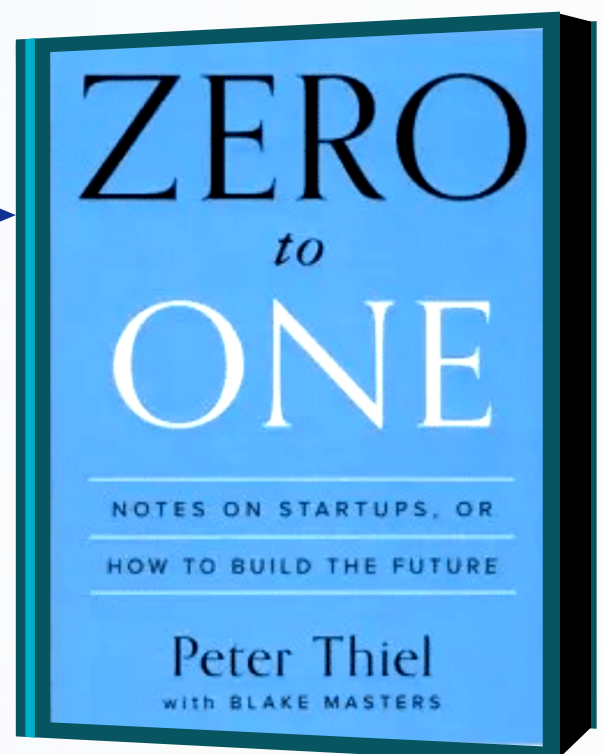


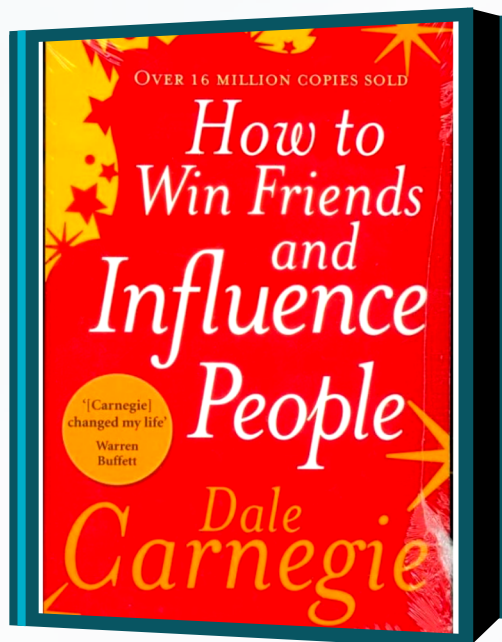
Think and Grow Rich by Napoleon Hill

Napoleon Hill interviewed over **500** of the **most successful men** the **United States** has ever known (including **Andrew Carnegie, Henry Ford, and Thomas Edison**) to understand the universal building blocks required to amass a fortune. He lays out a six-step guide to applying those principles to your own life in a comprehensive way.

Zero to One by Peter Thiel with Blake masters

The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. If you are copying these guys, you aren't learning from them. It's easier to copy a model than to create something new: doing what we already know how to do takes the world from 1 to n, adding more of something familiar. **Every new creation goes from 0 to 1. This book is about how to get there.**





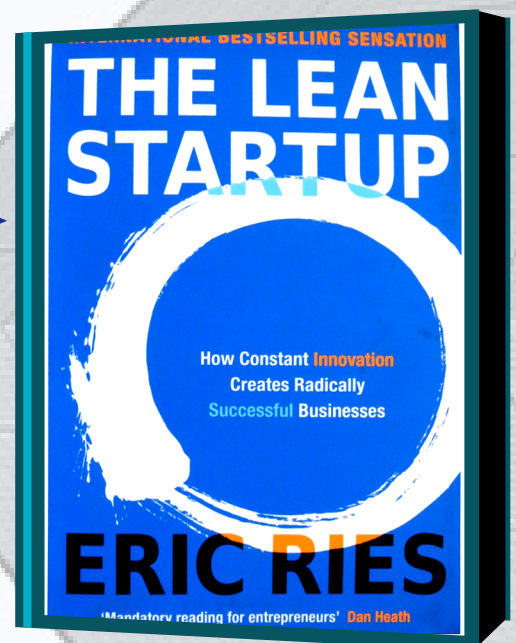
How to Win Friends and Influence People by Dale Carnegie

To succeed in business, you need to know how to deal with people. This classic is a playbook for how to **make people like you** and then **win them over to your way of thinking** without causing resentment.

The Lean Startup by Eric Ries

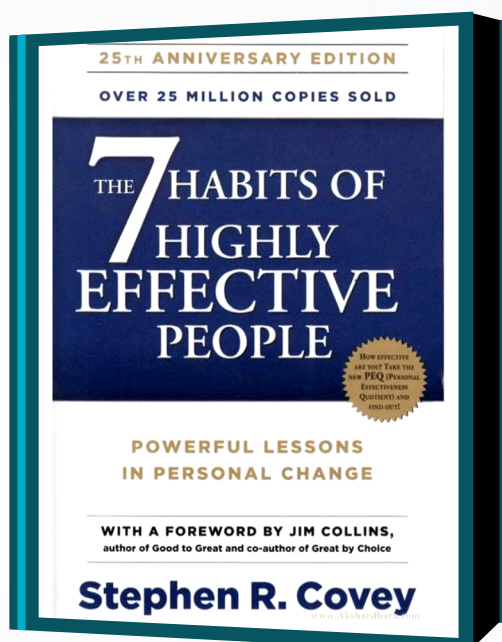
While most startups fail, a lot of those failures can be prevented.

This book offers a new approach that changes the way companies are created, and products are launched. Every startup has one thing in common, they want to get through uncertainty to find a path that leads to a sustainable business, but few accomplish this feat.



The 7 habits of Highly Effective People by Stephen R. Covey

With over 25 million copies sold in 40 languages, this one is a classic. Author Stephen R. Covey presents an approach to being useful in attaining goals by aligning oneself to what he calls "true north" principles based on a character ethic that he gives as universal and timeless.



5 MAGAZINES

THAT EVERY ASPIRING ENTREPRENEUR/BUSINESSMAN SHOULD READ

The best business magazines are sometimes hard to come by and aspiring entrepreneurs must keep a track on the latest trends and the developments in the areas related to their business or in the fields of their expertise which can be more vital or critical. Subscribing magazines which are brilliant with their content can help a businessman to understand the current business world and it also keeps a person updated with all the current affairs.

Here are a few magazines that should be on every entrepreneur's reading list:

Entrepreneur

Ideas and innovations come to the forefront in every issue of Entrepreneur magazine. Aimed at business owners and influential decision makers, the magazine covers the people, places, and concepts that up-and-coming successful individuals need to know about. From brilliant companies to inspiring leaders, Entrepreneur magazine profiles the best in the business world. Learn the tips and tricks of people who have already achieved success, and get inspired to try new things in your own business endeavours.





Forbes

This magazine features original articles on finance, industry, investing, and marketing topics. It also reports on related subjects such as technology, communications, science, politics, and law. The magazine is well known for its lists and rankings, including of the richest Americans (the Forbes 400), of the world's top companies (the Forbes Global 2000), 30 under 30, World's 100 Most Powerful Women, and the World's Billionaires.

It's motto is "Change the World"

WIRED

This magazine focuses on how emerging technologies affect culture, the economy, and politics. It's a computer magazine devoted to readers who want to know more about the world. WIRED uncovers the most surprising and resonant stories about the people, companies, technologies and ideas that are transforming our lives. Whether it's technology...business...global politics...new media...arts and culture...design...or the best new products, WIRED is there, on the front lines of the 21st Century.



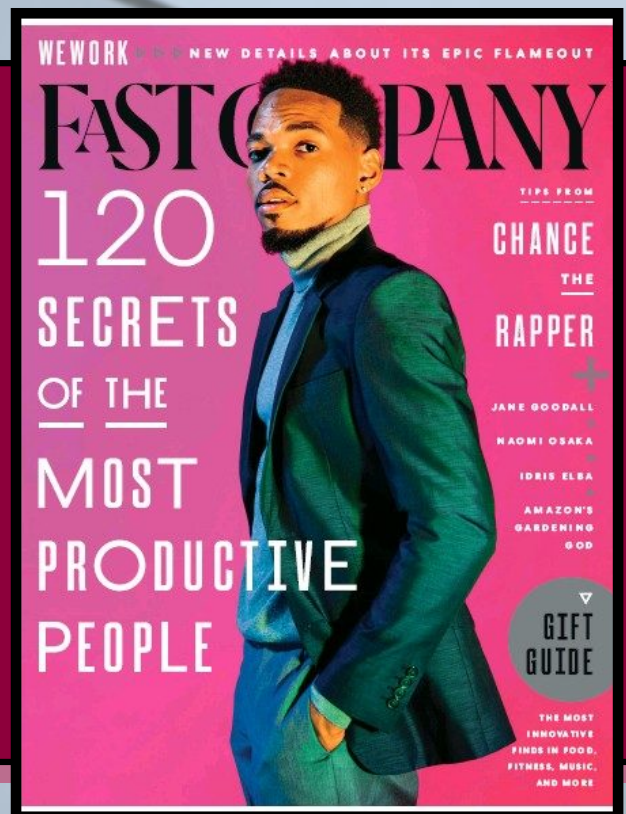


Inc.

This magazine is best known for its annual rankings of the fastest-growing private, y held companies in the United States, called the “Inc.500” and “Inc.5000I. Their lists are a great place to gain motivation. Inc. typically focus their articles on small business and startups. They also tackle a broad range of other topics including- business success stories, green earth through business, self help and motivation.

Fast Company

The editorial focus of Fast Company is on innovation in technology, leadership, world changing ideas and design. Instead of concentrating on day-to-day strategies to help run a small business, Fast Company presents great insight from thought leaders and tracks how companies create and compete. This magazine is written for, by, and about the most progressive business leaders, and comes with a unique and compelling editorial focus on innovation.



WE'D JUST LIKE TO SAY...



Another year has gone by, and another set of members have made their last impressions. You are soon going to step out into the wider world, making your mark on it. Most people, when they look back on their days with the E-Cell, remember the meetings, the event days or the ideas discussed together, some worked and some didn't. What they forget are the trials and tribulations that they have gone through, that have made them what they are today. As a part of the Yearbook Team, we have a chance to take a glimpse through your eyes, to see what you make of the legacy you have left behind, and what the future will hold.

So sit back, flip through the pages and reminisce on this beautiful journey as you prepare to embark on another, may that be stepping up in your journey with us or an end to your tenure with us.

Cheerios!
The Editors



BIBLIOGRAPHY

WHAT GOES INTO AN E-CELL EVENT

Content: Swapnil

Design: Ishan

WORDS FROM THE HEADS

Content: Swapnil, Priya, Neelabh, Shashank, Sameer

Design: Ishan, Akshit

MESSAGE FOR OUTGOING MEMBERS

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EVENT TIMELINE

Content: Priya

Design: Khushi, Akshit

MEET YOUR TEAMS

Content: Akshit, Priya

Design: Akshit, Khushi

START-UP GUIDE

Content: Neelabh

Design: Akshit

CASE STUDIES: A STORYTELLING SECTION

Content: The Unfair Advantages (Book)

Editor: Debaleena

Design: Khushi, Akshit

PORTFOLIO MAKING

Content: Akshit

Design: Akshit

VIDEO MAKING AND MARKETING FOR PRODUCTS

Content: Debaleena

Design: Akshit

CREATE IT: BUILDING YOUR ONLINE PRESENCE

Content: Purvi

Design: Akshit

GRE: A PREPARATION GUIDE

Content: Aditya Jolly

Editor: Debaleena

Design: Akshit

MBA AS A CAREER CHOICE

Content: Priya

Design: Akshit

INNOVATION AND ENTREPRENEURSHIP

Content: Swapnil

Design: Akshit



**WHAT MAKES YOU A
STARTUP UNDER
STARTUP INDIA**

Content: Saurin Parikh,
Razorpay
Editor: Purvi
Design: Akshit

**HOW DO
ENTREPRENEURS**



2019-20

Shoot for
the moon,
even if you
miss, you'll
land among
the stars.